

IAMCR Ambassador Strategic Plan (2022-2025) for Uzbekistan

1. Identification

Name and Surname:	Dr Nozima Muratova
Country/Region:	Uzbekistan
Affiliation:	Uzbekistan Journalism and Mass Communications University
Position:	Head of Research and Innovations
Years that this Strategic Plan Covers*:	2022-2025
Have you been an IAMCR Ambassador before?	Yes
Type of Ambassador that this Strategic Plan Covers:	IAMCR faculty ambassador

(* Please specify the actual years (e.g. 2022-2024)

(**) Delete what is not appropriate

2. Motivation

Please briefly explain why you wish to become (or continue to be) an IAMCR Ambassador.

Being a member of the **IAMCR** for two years, I witnessed great opportunities for the cooperation and collaboration of scientists in the field of media and communications and bring national researchers to the international level. In Uzbekistan, science and research in media communications is developing and expanding well. Being the head of research at **Uzbekistan Journalism and Mass Communications University** one of the unique University in Central Asia I am aware of the importance of integrating scientists of the region on a global scale. Throughout my work as **an ambassador of IAMCR**, I will make a contribution to expanding the opportunities for cooperation between the scientific community of Uzbekistan and Central Asia with international media communities and researches.

3. Activity plan

Please describe the regional/national IAMCR events that you plan to organise on a yearly basis (Task 3), for the duration of your appointment as IAMCR ambassador. Mention the timeframe, possible themes and how the events will be financed.

Uzbekistan annually hosts a number of regional and international conferences about the development of media and communication where local and international experts discuss issues of media development and new trends. In September 2022, Tashkent, capital of Uzbekistan, plans to hold a regional conference on modern visual journalism: national and international research experience on the basis of the University of Journalism and Mass

Communications of Uzbekistan.

Media education is also an interesting subject for our country, In October, 2023 a regional conference on the problems of media education will be held in Tashkent.

As an important field of work I plan to organize in Uzbekistan mentoring support for young scientists, as well as attracting international members of the association as scientific supervisors for novice scientists, the main result of which should be an increase in the publication activity of local media researchers.

Please describe how you seek to contribute to IAMCR membership increase and retention (Task 4), for the duration of your appointment as IAMCR ambassador.

In order to promote IAMCR values and activities as an ambassador in Uzbekistan, I will work in 3 directions:

1. Distribute information about IAMCR activities and news among media and communications scientists at the institutional level, as well as among local and regional research organizations.
2. Promote IAMCR to early career scholars and students of Uzbekistan and Central Asia as a leading association in media and communication field. I will leverage both local professional networks and organise seminars/workshops in Uzbekistan.
3. Setup IAMCR web presence in the Uzbek language.

Please describe how you will realize the remaining 6 Ambassador Tasks (1-2 & 5-8).

To expand cooperation directly, I will communicate with IAMCR members and participate at least in three sections and working groups of the IAMCR activities.

To expand cooperation, I will directly contribute to the development of connecting IAMCR to relevant regional / national associations at the level of the Central Asian region, through the creation of information channels, and I also plan to organize joint regional events to increase the capacity of young researches, woman scientists with the involvement of experts from the IAMCR members, now this is the most hot topic for the region and 5 countries of Central Asia.

Planning and reporting will be carried out in accordance with the requirements of the IAMCR, regular informing through social networks will also be promoted.

Dr Nozima Muratova